

ABSTRACT OF THE DISCLOSURE

An interactive method for on-line selection of an air conditioning product includes the steps of providing a database storing a plurality of air conditioning product identifiers and at least one corresponding product characteristic; interactively obtaining intended use information from a consumer for a desired air conditioning product; equating the intended use information with an intended use product characteristic; identifying a suitable product having the at least one product characteristic meeting the intended use product characteristic; and identifying the suitable product to the consumer.